

## **Privacy Policy**

This version is dated: January 25, 2011

This privacy statement has been created in order to demonstrate our firm commitment to protecting customer privacy.

### **Information We Collect**

If you open an account on our site, we need your contact information including your name, e-mail address and mailing address. We use your purchase history, contact information and other registration information to send you information and to otherwise enhance your shopping experience. Your personally identifiable information may also be used to contact you when necessary.

When you visit our website, we also collect some basic information that does not identify individual users. We use this information to determine our users' demographics and interests, so that we can better understand and serve our users.

### **"Cookies"**

"Cookies" are small files which store certain information about your activity on the website and are stored on your computer's hard drive. Our cookies do not contain any personally identifying information. We use cookies to let us know that you are a prior customer, so that you don't have to reenter information you gave us on your prior visits. Most web browsers automatically accept cookies, but most allow you to instruct your browser to prevent the use of cookies. However, if you disable cookies, you will not be able to use certain features of this website.

### **Our Use and Disclosure of Your Information**

We may send emails to our users announcing special promotions, changes in our services or other information we believe will be of interest to our users. If you prefer not to receive email, you can send us an email with the subject line "no emails" or reply to our email with the subject line "no emails".

If you send us personal correspondence, such as emails or letters, or if other users or third parties send us correspondence about your

activities on our site, we may collect such information. We may use that information and other information that we obtain from your use of our site to resolve disputes, troubleshoot problems and enforce our agreement for Terms of Use.

We may share aggregate statistics about our sales, traffic patterns and related site information with other businesses, but these statistics will include no personally identifying information.

We may occasionally share customer names and addresses with reputable vendors. Of course, you can choose not to let us share your personal information with any other vendors, by sending an email to us with the subject line "don't share my information".

We cannot ensure that all of your private communications and other personally identifiable information will never be disclosed in ways not otherwise described in this Privacy Statement. For example, we may be required to disclose information to the government or third parties under certain circumstances, or third parties may unlawfully intercept or access transmissions or private communications. We can (and you authorize us to) disclose any information about you to law enforcement or other government officials as we, in our sole discretion, believe necessary or appropriate in connection with an investigation of fraud, intellectual property infringements, or other activity that may be illegal or may expose us to legal liability.

Information, forum postings, suggestions and comments received by the website shall be deemed to be non-confidential. We will be free to reproduce, use, disclose and distribute such information to others without limitation. Furthermore, if you use or post content on any public area on the Website, you should be aware that any information, including personally identifiable information, that you submit can be read, collected and used by other users of the Website, and may be used to send unsolicited messages. We are not responsible for loss of privacy or any claim relating to the information that you submit by these means.

### **Security**

This site has security measures in place to protect the loss, misuse and alteration of the information under our control.

All user credit card information is securely communicated using secure

socket layer (SSL) software, which is the industry standard and among the best software available for secure commerce transactions.

All user information stored on our server is stored in an encrypted format. Notwithstanding these efforts, we caution you that "perfect security" does not exist on the Internet and the transmission of information over the Internet or other publicly accessible networks is not secure, and is subject to possible loss, interception or alteration while in transit. Accordingly, we do not assume any liability for any damage you may experience or costs you may incur as a result of any transmission over the Internet or other publicly accessible networks, including, without limitation, any of your personally identifiable information or information you submit to the site.

### **Linked Sites**

If this site contains any links to other websites, we are not responsible for the privacy practices or the content of such websites.

### **A Special Note About Children**

We do not knowingly solicit data from children, nor do we knowingly market to children. We require that children under the age of 18 use this service only in conjunction with their parents or guardians.

### **Changes to Privacy Statement; Consent**

We may update this Privacy Statement from time to time. You acknowledge that we have the right, in our sole discretion, to modify any provisions of this Privacy Policy without notice to you. You should check this page periodically for changes and any modifications to this Privacy Policy will be effective immediately following the posting of such changes on the Website. By using our site, you consent to the collection and use of your information by us as described in this Privacy Statement.

### **Questions and Comments**

We welcome your questions and comments about this Privacy Statement.

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